

Morgan E. Tate

704-771-4016 | morganelizabethtate@gmail.com | linkedin.com/in/morganetate | morganetate.com

PROFESSIONAL SUMMARY

PMP®-certified Senior Project Manager with over eight years of experience directing complex, end-to-end initiatives, strategic client partnerships, and cross-functional operations. Proven track record of leveraging data analytics and project management frameworks to optimize process workflows, mitigate risk, and drive measurable outcomes, including revenue growth. Skilled in cross-functional team leadership, stakeholder alignment, and delivering clear executive-level communications to ensure strategic business goals are achieved on schedule and within scope.

CERTIFICATIONS

- **Project Management Professional (PMP)®** | Project Management Institute (PMI)
- **Google Data Analytics Professional Certificate** | Google
- **UNC Business Essentials Certification** | Kenan-Flagler Business School, UNC Chapel Hill

PROFESSIONAL EXPERIENCE

Communications and Client Service Manager | LiveLong.Life | *March 2024 – Present*

- Lead cross-functional project management and client service initiatives, employing data analysis to identify workflow optimizations and enhance user experience.
- Produce strategic deliverables, including executive updates, quarterly reports, and press releases, ensuring strict regulatory compliance and strategic alignment with corporate objectives.
- Define and monitor project KPIs and performance metrics to drive continuous process improvement across communication workflows.

Partner Impact Manager | Discovery Education | *January 2020 – September 2023*

- Directed end-to-end program lifecycles and custom contract execution for external partners (Fortune 500, non-profits), orchestrating cross-functional teams across video production, marketing, and PR.
- Served as trusted strategic advisor and relationship owner, driving client retention and expanding program volumes through targeted account growth.
- Built and deployed a standardized analytics tracking framework across multiple platforms to deliver actionable data insights and inform stakeholder decision-making.
- Authored and presented concise executive summaries, risk reports, and project closure presentations to highlight goal achievement and demonstrate program ROI.

Digital Campaign Associate | National Public Radio | *August 2017 – January 2020*

- Managed concurrent schedule, scope, and delivery for a portfolio of 30–40 digital advertising campaigns in a fast-paced environment.
- Analyzed large datasets to deliver comprehensive campaign performance reports for corporate sponsors and agency leadership.
- Engineered a systematic communication and material delivery platform for internal producers, eliminating operational bottlenecks and ensuring timely cross-functional execution.

EDUCATION

The University of North Carolina at Chapel Hill | Chapel Hill, NC
Bachelor of Arts (B.A.) in Media and Journalism, History Minor

Duke University | Durham, NC
Philosophy, Politics, & Economics Minor

SKILLS

Project Management Professional (PMP)®, Predictive, Agile & Hybrid Methodologies, Stakeholder Management, Scope & Schedule Control, Risk Mitigation, Contract Management, Process Optimization, Data Analysis & Visualization, Advanced Excel, Tableau, Google Analytics, Competitor Analysis, Strategic Account Planning